

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application for:

**Sean Patrick Nolan**

Serial No. 10/728,663

Filed: 12-04-2003

For: **METHOD AND SYSTEM FOR  
AUTOMATING KEYWORD  
GENERATION, MANAGEMENT, AND  
DETERMINING EFFECTIVENESS**

Examiner: Fawaad Haider

Art Unit: 3627

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION**

In response to the Final Office Action dated September 3, 2008, in connection with the above referenced patent application, Applicant respectfully requests reconsideration in view of the following amendments and remarks.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this paper is being transmitted online via EFS Web to the Patent and Trademark Office, Commissioner for Patents, Post Office Box 1450, Alexandria, Virginia 22313-1450, on November 3, 2008.

*Kathleen S. Lister* 11/3/08  
Kathleen S. Lister November 3, 2008